

**Claims**

We claim:

1. An apparatus for delivering coupons to a dispensing location, the coupons being provided as a continuous web of successive coupons with a forwardmost coupon having a trailing edge connected by a web portion to a leading edge of a following coupon, each successive coupon being similarly connected in the continuous web, said apparatus comprising:

an infeed assembly having an upper infeed belt and a lower infeed belt, movement of at least one of the infeed belts being driven by an infeed motor, wherein the upper infeed belt and the lower infeed belt are functionally connected to one another by a biased linkage so as to allow the infeed assembly to accommodate three-dimensional coupons;

a delivery assembly having an upper delivery belt and a lower delivery belt, movement of at least one of the delivery belts being driven by a delivery motor, wherein the upper delivery belt and the lower delivery belt are functionally connected to one another by a biased linkage so as to allow the infeed assembly to accommodate three-dimensional coupons; and,

a controller in communication with an activation input, a coupon staging sensor, and a coupon delivery sensor connected thereto, the coupon staging sensor positioned within the apparatus such that it is capable of sensing coupons between the infeed assembly and the delivery assembly, the coupon delivery sensor positioned within the apparatus such that it is capable of sensing coupons as they are dispensed from the apparatus, the controller connected to the infeed drive motor and the delivery motor.

2. The apparatus of claim 1 further comprising a ram attached to the apparatus and positioned between the infeed assembly and the delivery assembly such that a ram can be

selectively extended between the infeed belts of the infeed assembly and the delivery belts of the delivery assembly.

3. The apparatus of claim 1 wherein the entire upper infeed belt is moveable relative to a path of travel of the continuous web such that interaction of the web with the upper infeed belt  
5 forces the upper infeed belt to move with respect to the path of travel of the path of travel of the web.

4. The apparatus of claim 1 wherein the entire upper delivery belt is moveable relative to a path of travel of the continuous web such that interaction of the web with the upper infeed belt forces the upper delivery belt to move with respect to the path of travel of the path of travel of the  
10 web.

5. The apparatus of claim 1 wherein the entire lower infeed belt is moveable relative to a path of travel of the continuous web such that interaction of the web with the lower infeed belt forces the upper lower belt to move with respect to the path of travel of the path of travel of the web.

15 6. The apparatus of claim 1 wherein the entire lower delivery belt is moveable relative to a path of travel of the continuous web such that interaction of the web with the lower infeed belt forces the lower delivery belt to move with respect to the path of travel of the path of travel of the web.

20 7. The apparatus of claim 1 where the upper infeed belt is driven by the infeed drive motor.

8. The apparatus of claim 1 where the lower infeed belt is driven by the infeed drive motor.

9. The apparatus of claim 1 where both the upper and the lower infeed belts are driven by the infeed drive motor.

10. The apparatus of claim 1 where the upper delivery belt is driven by the delivery drive motor.

5 11. The apparatus of claim 1 where the lower delivery belt is driven by the delivery drive motor.

12. The apparatus of claim 1 where both the upper and the lower delivery belts are driven by the delivery drive motor

10 13. An apparatus for delivering coupons to a dispensing location, the coupons being provided as a continuous web of successive coupons with a forwardmost coupon having a trailing edge connected by a web portion to a leading edge of a following coupon, each successive coupon being similarly connected in the continuous web, said apparatus comprising:

an infeed assembly having:

an upper infeed belt and a lower infeed belt,

15 an infeed drive motor driving at least one of the infeed belts,

at least one biased linkage functionally connecting the upper infeed belt to the lower infeed belt so as to allow at least one of the infeed belts to move relative to the path of travel of the continuous web so that the infeed assembly can accommodate three-dimensional coupons, and,

20 a guide track in which the at least one moveable infeed belt travels; and,

a delivery assembly having:

an upper delivery belt and a lower delivery belt,

a delivery drive motor driving at least one of the delivery belts,

at least one biased linkage functionally connecting the upper delivery belt to the lower delivery belt so as to allow at least one of the delivery belts to move relative to the path of travel of the continuous web so that the delivery assembly can accommodate

5 three-dimensional coupons, and,

a guide track in which the at least one moveable delivery belt travels.

14. The apparatus of claim 13 further comprising a controller in communication with an activation input, a coupon staging sensor, and a coupon delivery sensor connected thereto, the coupon staging sensor positioned within the apparatus such that it is capable of sensing coupons  
10 between the infeed assembly and the delivery assembly, the coupon delivery sensor positioned within the apparatus such that it is capable of sensing coupons as they are dispensed from the apparatus, the controller connected to the infeed drive motor and the delivery motor.

15. The apparatus of claim 13 further comprising a ram attached to the apparatus and positioned between the infeed assembly and the delivery assembly such that a ram can be  
15 selectively extended between the infeed belts of the infeed assembly and the delivery belts of the delivery assembly.

16. The apparatus of claim 13 wherein the entire upper infeed belt is moveable relative to a path of travel of the continuous web such that interaction of the web with the upper infeed belt forces the upper infeed belt to move with respect to the path of travel of the path of travel of the  
20 web.

17. The apparatus of claim 13 wherein the entire upper delivery belt is moveable relative to a path of travel of the continuous web such that interaction of the web with the upper infeed

belt forces the upper delivery belt to move with respect to the path of travel of the path of travel of the web.

18. The apparatus of claim 13 wherein the entire lower infeed belt is moveable relative to a path of travel of the continuous web such that interaction of the web with the lower infeed belt forces the upper lower belt to move with respect to the path of travel of the path of travel of the web.

19. The apparatus of claim 13 wherein the entire lower delivery belt is moveable relative to a path of travel of the continuous web such that interaction of the web with the lower infeed belt forces the lower delivery belt to move with respect to the path of travel of the path of travel of the web.

20. The apparatus of claim 13 where the upper infeed belt is driven by the infeed drive motor.

21. The apparatus of claim 13 where the lower infeed belt is driven by the infeed drive motor.

22. The apparatus of claim 13 where both the upper and the lower infeed belts are driven by the infeed drive motor.

23. The apparatus of claim 13 where the upper delivery belt is driven by the delivery drive motor.

24. The apparatus of claim 13 where the lower delivery belt is driven by the delivery drive motor.

25. The apparatus of claim 13 where both the upper and the lower delivery belts are driven by the delivery drive motor.